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Advertising Age

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Sammy and Speedy ski down snowy slopes in one of two new Alka-Seltzer commercials, playing up the product's participation as an Olympics sponsor. In bringing Speedy back again, Miles Laboratories called him "the perfect sportsman."

Speedy, Sammy in Olympics drive

ELKHART, IND.—A new duo—Speedy and Sammy—takes off for the Winter Olympics on Jan. 4 when Miles Laboratories breaks a new campaign that reprises the animated Speedy Alka-Seltzer, teaming him with curr ·nt crooning pitchman Sammy Davis Jr.

The musical commercials retain the "plop, plop, fizz, fizz" tune at the finale, while the story line focuses on Alka-Seltzer's participation in the 1980 games (AA, Sept. 10).

Mitchell Streicker, vp-marketing services at Miles, said that his company and agency Wells, Rich, Greene have been looking for "just the right vehicle for Speedy," and have found it in the Olympics campaign.

One of the 30-second spots shows Sammy and Speedy packing suitcases, riding to the airport, and boarding a plane for Russia. The duo sings: "If you go to Moscow to cheer the U.S.A./ and you get acid indigestion and a headache, let me say/ . . . If you need us, we'll be there, fast relief is on its way."

"Alka-Seltzer. We'll be there" is the tag on the spots.

The Speedy character was born in 1952 when Wade Advertising of Chicago had the Miles account, and endured for 12 years and more than 100 commercials. Richard Beals, now 52 years old and president of an ad agency in California, was then and is now the voice of Speedy.

• Mr. Beals, who stands 4 ft., 6 ins. tall, was brought back along with Speedy for one commercial in 1976. Mr. Streicker said that spot was a test.

"We wanted to see how well he would perform as a spokesman," Mr. Streicker told ADVERTISING AGE. "And he performed very well." The three year interval between Speedy appearances, he said, was so that the animated little man would not be "overused."

Mr. Streicker would only say "maybe" when asked if Speedy would be used in a continuing series of commercials.

Outdoor, a "long list" of magazines and spot tv in "a large number of markets" will augment the three-network tv schedule.

Coast Productions, Los Angeles, handled the stop-motion animation in the current spots. #

'The new Chrysler Corp.' revs up confidence drive

By RALPH GRAY

HIGHLAND PARK, MICH.—A new Chrysler Corp.—saved by the bill—will strut in a confidence rebuilding campaign. Chairman Lee Iacocca will take the stump with the message that Chrysler is here to stay.

He will be calling the besieged auto company "The new Chrysler Corp." in tv spots of up to 90 seconds and page print ads. "We feel we must take steps to restore the level of confidence," said John K. Givens, director of marketing.

Getting prominent mention will be the $1.5 billion in government guarantees Congress approved. The campaign will break as soon as it's law, Mr. Givens said. "It's critical we get the message out that the new Chrysler is in business to stay," he added.

The ads will talk about changes that have been made in the company and ones that will be made, Mr. Givens said. At the same time, Chrysler will mount an internal campaign, "We can do it," aimed at employes and suppliers. Chrysler sales have been hit hard by the general slowdown in domestic sales and by fears that the company wouldn't be around to back its cars.

With Mr. Iacocca's corporate spiel, Chrysler will launch a heavy schedule in support of its small, fuel-efficient front-wheel-drive cars, the Omni-Horizon and imported Champ-Colt. The drive will focus on mpg and resale value.

Tv for the small cars will be regionalized—special feeds to different areas. The import models will be seen the most in import country—the West Coast and Northeast—and the domestic models in the central regions. There also will be a national umbrella effort with all cars.

Chrysler's ad spending will be up in the first quarter in support of both campaigns, Mr. Givens said.

The $359 rebate plan expires Dec. 31, and "at this moment, we don't plan to extend it," Mr. Givens said. "But we expect to take a number of new approaches, several of which have never been done before by others in the automotive business."

Meanwhile, Chrysler was revving up actor Ricardo Montalban in a new Cordoba commercial to air Dec. 30 on football games. "To drive it is to experience the pleasure of a truly roadworthy automobile in the Chrysler tradition of luxury. Yes, even rich Corinthian Leather," he says.

Two engineers introduce the commercial, talking about transverse front suspension. Chairman Iacocca doesn't appear. The Cordoba is the kind of car Chrysler says it needs in the profitable luxury markets.

But the company may be forced to cut back its plans for new entries in that segment. A report prepared for the Treasury Department says front-wheel-drive full-size cars and specialty spinoffs of the 1981 compacts may prove too expensive for the ailing company.

Small cars are better suited to Chrysler's survival in the opinion of some, and the company is breaking a magazine campaign for its imported Plymouth Sapporo this week. The life style and buff book effort says, "Sapporo is a luxury sports coupe from Japan just like Celica [Toyota] except Sapporo has more luxury, more sports and more coupe." Kenyon & Eckhardt is the agency.

Chrysler also is getting outside support. Hughes & Hatcher, Detroit clothiers, took 10% of its sales Dec. 18 to 20 and bought 12 cars, which it raffled off. Detroit Mayor Coleman Young drew the numbers in Hart Plaza. H&H president Max J. Pincus said he hoped the idea

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Interbank name change aimed at widening clout

MasterCard taking charge

By JOSH LEVINE

NEW YORK—Interbank is shucking the "Charge" from its "Master" and rechristening it MasterCard for an age when plastic is the universal scrip of a "cashless society."

As plastic cards become the medium for more kinds of financial transactions, Interbank is broadening the connotations of the product it markets on behalf of member banks.

The new Interbank entity will be introduced in a network tv, radio and magazine campaign breaking Feb. 25 via William Esty Co.

After a 10-week period heavily advertising the name change, a second campaign ushering in "the good life" that cardholders are able to tap will commence. Together, the two campaigns take up Interbank's $11,000,000 budget for 1980, raised from $9,200,000 spent this year.

At the heart of the name change is the gradual transition from a retail credit instrument to one that handles a range of nonspecific financial functions which card marketers will promote. (The same reasoning prompted an Interbank rival to switch from the the BankAmericard name to Visa in 1977.)

"We're laying the groundwork for the day when a card is really a bank in your pocket and the brick and mortar branch on the corner becomes an automated teller," said Kneeland Moore, Interbank vp-marketing.

A secondary aspect of the switch is concerned less with such heady musings and more with Interbank's immediate competitive problems with archrival Visa. Though Master Charge has a slight edge over Visa in U.S. card volume, it is at a severe disadvantage overseas, where Visa racked up $8.87 billion in card volume compared to $3.06 billion for Master Charge in the second quarter of 1979. U.S. volume came to roughly $6.5 billion for both cards.

"The word 'charge' just didn't go over in other countries. It doesn't translate well and it's hard to pronounce," said Mr. Moore. "The name change is in line with greater marketing energy in overseas markets that should enable us to close that gap in the future."

The extensive campaign here calls attention only to the changing nature of the card, however.

"A subtle name change, but it will mean a world of new possibilities for you," reads the MasterCard ad copy. "And the Good Life. Because MasterCard . . . is becoming a system for universal transactions. For banking needs and services."

The campaign schedule calls for prime time commercials on all three networks for a five-week period, and radio spots on 1,700 stations. The magazine lineup includes *Cosmopolitan, Good Housekeeping, Ladies' Home Journal, Life, McCall's,*

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last minute news

Fortinberry to leave JWT for Ross Roy presidency

NEW YORK—Glen W. Fortinberry, vice-chairman of J. Walter Thompson Co., reportedly will leave the agency soon to become president of Ross Roy Inc., Detroit. Ross Roy declined comment on the report. John S. Pingel is now president of the agency. Mr. Fortinberry once headed the Ford Motor account team at JWT in Detroit.

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'Twas the night before Christmas and all through ad land
No creatives were stirring, no meetings on hand.
New products were stored for their '80 debut
And marketing efforts this decade quite through.
The ad folks were sated and all looked well fed
As party thoughts replaced layouts in everyone's head.
But soon when the lights dim, and the Claus has departed.
The work for the coming year's ads will get started.
Then on O&M, DDB, McCaffrey & McCall,
It's write away, sketch away, work away all.
A new marketing era will be on the rise
With a host of new ventures to tempt and surprise.
So in this brief respite from ad tears and sweat
We wish all our readers the best holiday yet.

—Season's Greetings

Th· agency shuffle ge 3

One-fifth of Northwestern Mutual Life Insurance Co.'s policyholders will receive dividends that are higher than their premiums, claims an ad to appear next month that seeks to convince consumers there's a difference between life insurance companies.

'Quiet' NW Mutual raises its ad voice

By JACQUES NEHER

CHICAGO—The "quiet company," Northwestern Mutual Life Insurance, has decided it can no longer afford to be quiet.

The ninth largest life insurance underwriter, based in Milwaukee, will triple its advertising budget in 1980 to $6,000,000 to alert prospects that there is a wide difference in premium costs between companies, and to push a program that will offer current policyholders up to 15% of increased coverage at no change in premiums.

The first phase of the campaign breaks with a spot to run four times during the Super Bowl telecast Jan. 20. The commercial, asserting that there is more than a 50% difference in premiums for the same coverage from one company to another, lists a toll free number by which prospects can order a cost comparison booklet.

"We're trying to dispel the myth that all life insurance companies are the same," said Santo Saliture, advertising and corporate information manager. "Actually, insurance costs vary more than 30%, but we thought that fact would be too unbelievable, so we said 50%."

After the Super Bowl, the spot will give way to a print campaign slated for *Forbes*, *Money*, *National Geographic*, *Newsweek*, *Omni*, *People*, *Sports Illustrated*, *Time* and *TV Guide*.

Phase two of the campaign begins in April, with page ads in the *Chicago Tribune*, *Los Angeles Times*, *Wall Street Journal*, *New York Times* and *Washington Post*. Those ads, along with two tv spots, will introduce a tax savings adjustment the company is making that will allow it to offer $4.5 billion in additional coverage to its 1,000,000-plus policyholders.

The extra coverage, according to Mr. Saliture, will be passed along to pre-1978 policy owners who amend their policies to reflect the 4% rate of return currently assu-

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An apology

Although it was a positive event, one picture of a Blair gathering appears as a negative in this week's Photo Review (Page 14). The printing error could not be corrected without delaying distribution schedules.

Recruitment ad agencies new acquisition stars

By BERNICE KANNER

NEW YORK—Doyle Dane Bernbach's announcement last week of plans to buy Barickman Advertising, and the 50% of Bernard Hodes Advertising that Barickman owns, has focused attention on recruitment ad agencies and the race shaping up to acquire them.

Hodes, a New York-based recruitment ad specialist with offices in 12 other cities, will close 1979 billing more than $70,000,000.

Barickman, a 20-year-old Kansas City shop with an agricultural orientation, will bill almost $30,000,000. Bernard Hodes, 47, who owns the other half of his nine year-old shop, will continue as president; James H. Barickman as chairman of Barickman and Hodes. The value of the cash deal is predicated on the earnings of the agencies in the next four years.

• ADVERTISING AGE also has learned that Ogilvy & Mather has talked acquisition with Deutsch, Shea & Evans, a New York recruitment agency with estimated billings of $28,000,000. Foote, Cone & Belding Communications has talked to a number of recruitment agencies, according to president John E. O'Toole, but is more intent on building its own in-house recruitment operation—started a year ago—than buying an outside shop. One source, who noted that FCB's negotiations with World Wide Agency fell through, claimed that the agency was "serious" with the Santa Monica, Cal.-based North American Creative recruitment agency. Young & Rubicam reportedly has also shopped for a recruitment agency, but claims nothing is imminent.

J. Walter Thompson Co. launched the recruitment agency acquisition race with its purchase of World Wide Agency earlier this fall (AA, Oct. 1). The Los Angeles-based recruitment specialist will bill more than $60,000,000 in its 28 offices this year.

These traditionally publicity-shy agencies have not been ranked previously, but it is believed Hodes and World Wide are neck-and-neck for second place behind the Cleveland-based Nationwide Advertising Service. AA has informally ranked the recruitment shops and estimated their billings as follows: Equity Advertising, New York, fourth with billings of $35,000,000; Bentley, Barnes & Lynn, Los Angeles, $30,000,000; Deutsch, Shea; Allied Advertising Agency, Boston, $20,000,000; North American Creative, billing more than $15,000,000, and Shaker Advertising Agency, Oak Park, Ill., Stacking, Sanderson & White, Wash-

(Continued on Page 28)

Young lad celebrates his first haircut with a meal out at Burger King—in the company's new campaign themed "Make it special. Make it Burger King."

'Make it special' Burger King theme

By CHRISTY MARSHALL

CHICAGO—Burger King Corp. is breaking a new ad campaign in selected Florida and Michigan markets at the first of the year. Themed "Make it special. Make it Burger King," the drive will be national by the end of February.

The new campaign is designed to give Miami-based Burger King a flexibility not available in the current "Who's got the best darn burger" effort.

"We can build a commercial to stress any one of our attributes," a company spokesman said. The qualities that BK claimed set the chain apart from the pack include atmosphere and the new line of specialty sandwiches (chicken, fish, ham & cheese and steak), among others.

The spots feature "big" days in the normal course of human events. The initial pool of commercials shows a little boy getting his first haircut, an older boy buying his first car, a high school dance, a school ball game and a little girl visiting her father's office. In each case, the day is topped off with a "special" meal at Burger King. The background lyrics explain what is so special about the day.

"We need to and want to tell the world we're different, we have something different to offer," the company spokesman said.

In one spot, a potato farmer, a restaurant manager and a customer (all "real people," not actors) describe what makes Burger King so special.

The campaign, created by J. Walter Thompson Co., New York, is "not targeted to one particular group," according to the spokesman, but is obviously designed with young adults, teens and families in mind.

"We're not McDonald's. We don't have $200,000,000-some to spend this year," the Burger King spokesman said. "With $80,000,000, we can't go after everybody and still be effective."

Network and spot tv and radio are the primary media for the campaign. Magazines may be used for special promotions, the company said, but no plans were announced for any magazine buys like McDonald's use of *Family Circle*, *Life* and *Women's Day*.

In developing the new campaign, JWT asked all offices to submit creative. A total of 80 campaign ideas were reviewed. Those finalists were "rigorously tested" for several months by consumer panels, and the "Make it special" campaign emerged as a clear favorite, according to the spokesman.

"Make it special" bumps the 18-month-old "Who's got the best darn burger in the whole wide world," but with the rollout of the specialty sandwiches, the line was subtly changed a few months ago to, "Who's got the best darn burger and a whole lot more?" #

highlights

Monday, December 24, 1979

Despite economic warnings, most Americans say they have at least enough money to live comfortably. *See Page 4.*

Senate commerce committee tries to soften objections about pending FTC legislation that some say could undermine some major commission advertising projects. *See Page 4.*

The Advertising Hall of Fame of the American Advertising Federation elects two new members—Benton & Bowles late founder Atherton W. Hobler and late Procter & Gamble chief Neil McElroy. *See Page 6.*

Johnson Products takes a closer look at its marketing style to find a solution to sagging sales. *See Page 16.*

Adman turned teacher Robert Reilly recalls his hilarious first job in a small agency. *See Page 17.*

Bill Tyler reminds tv generation writers of the rules of print advertising. *See Page 17.*

Bob Stone reports on this year's avalanche of Christmas catalogs. *See Page 19.*

Lou Haugh forecasts the couponing scene for 1980. *See Page 20.*

A plan is laid out for a new electronic mail service, but the Postal Service may not like the specifics. *See Page 25.*

Coke's new position as marketer for the Cinzano line means more work for Kenyon & Eckhardt, which takes over the account. *See Page 26.*

Bell & Howell Co. will start 1980 with a $2,000,000 campaign to promote its microfilm products division. *See Page 31.*

Section 2

Since the Supreme Court ruling in Bates vs. State Bar of Arizona allowed lawyers to advertise, the trend for professionals to advertise their services has been growing slowly but steadily. Read who advertises, who creates professional advertising and what experts see in the future in Section 2/Professional Advertising, beginning opposite Page 16.

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Bristol-Myers explains $25 million cable buy

By NANCY GIGES

NEW YORK—In making a $25,000,000 commitment to Ted Turner's Cable News Network, Bristol-Myers is counting on cable to have the impact on tv in the '80s that the formation of the traditional networks had in the '50s.

B-M recently announced a $25,000,000, ten-year sponsorship arrangement with the 24-hour network news channel, which hopes to start June 1 (AA, Dec. 17). The health care company will sponsor health science news features that will run regularly throughout each 24 hour period.

Marvin Koslow, B-M vp-marketing services, said ten 2-to-3-minute original features will be produced each week. The material will be prepared by *Medical World News*, reported and produced by Cable News Network. Each segment that will include an as-yet-unselected anchorperson and fresh footage will run four times during the week. B-M is allowed one commercial—probably 30 seconds—for each feature and a credit to denote that the health science segment is sponsored by B-M.

• The company has been a leader in experimenting with new electronic media. Its biggest alternate media buy before this was made on superstation WTBS, Atlanta, where eight 30-second spots are running weekly during prime time movies. Products advertised include Bufferin, Ban, Vitalis and Body on Tap.

Mr. Koslow said this new buy will feature advertising for some of those products plus Excedrin and

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Advertising pages in December consumer publications

Current and December, '78, figures for U.S., Canadian and foreign publications reporting to Advertising Age

Women's

	Pages			
	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
†§Bride's Magazine	—	—	1,297.5	1,071.4
§Cosmopolitan	212.5	203.2	2,452.3	2,144.1
Essence	73.0	72.0	884.0	839.0
§Family Circle	142.7	141.0	1,798.0	1,704.5
▲Family Health	—	22.5	290.8	301.3
§Good Housekeeping	176.2	174.7	1,992.5	2,067.6
Ladies' Home Journal	116.6	129.2	1,355.9	1,410.6
Lady's Circle	8.6	10.4	111.5	137.0
McCall's	119.0	115.5	1,350.6	1,544.5
†Modern Bride	—	—	1,219.3	1,213.5
Ms.	67.5	48.2	560.0	492.5
New Woman	44.0	44.3	260.8	208.8
§Parents Magazine	54.7	37.3	632.5	560.8
Playgirl	44.8	37.6	459.2	409.3
Redbook	107.7	111.6	1,490.7	1,519.9
Self	44.5	—	519.7	—
Seventeen	85.4	96.3	1,383.4	1,333.4
*Talk	—	—	180.2	158.7
Teen Magazine	31.8	28.6	526.3	539.8
§True Story	43.7	42.6	568.4	554.4
§Woman's Day	124.0	146.0	1,618.2	1,733.8
K ▲The Workbasket	—	—	306.8	285.7
Working Woman	34.5	29.6	361.2	273.0
Total Group	1,531.2	1,490.6	21,719.8	20,503.6

General

▲ A.D. Publications	17.4	15.3	150.4	170.4
After Dark	43.2	42.8	432.0	406.5
Air Progress	16.2	24.3	289.0	266.4
American Forests	19.0	13.2	200.3	171.2
§American Legion	15.5	15.5	322.5	333.6
Americana	—	—	192.1	190.2
Apartment Life	61.3	63.6	656.8	527.3
§▲Architectural Digest	116.5	80.4	1,157.7	991.1
§The Atlantic	30.6	29.7	359.1	346.7
Audubon Magazine	—	—	217.6	181.8
§Bon Appetit	102.9	88.6	826.1	618.7
Book Digest	43.0	37.0	476.9	412.9
Christian Herald	38.0	40.5	466.0	463.3
Christian Life	29.4	28.1	356.1	357.6
*Christianity Today	43.1	40.6	659.0	539.1
Complete Men's Group	27.0	25.0	294.9	300.2
Country Journal	43.3	47.6	566.0	574.1
Creative Computing	82.9	52.2	741.0	204.0
▲Cuisine Magazine	50.5	30.2	427.9	301.6
Ebony	97.4	97.2	1,108.1	1,104.8
Elks Magazine	20.9	16.4	304.2	305.5
§Esquire	48.2	—	552.5	—
50 Plus	32.1	16.5	340.4	299.5
Flying	46.9	48.3	645.4	627.4
§Gentlemen's Quarterly	146.8	116.3	1,052.0	806.5
Golf Digest	73.5	73.7	948.1	1,020.0
§Golf Magazine	40.0	41.0	755.8	756.3
Gourmet	89.9	77.5	729.1	645.3
§Harper's Magazine	30.7	28.7	410.7	388.3
Hi-Fi Stereo Buyer's Guide	—	—	177.2	157.9
*High Fidelity	82.6	93.4	847.3	826.3
Income Opportunities	34.9	38.9	517.7	558.1
Kiwanis Magazine	—	—	199.3	152.1
Let's Live	94.7	86.8	1,130.0	1,010.4
Life	93.6	64.0	658.4	164.9
Lion Magazine	—	9.0	5.0	28.8
Modern Photography	134.0	136.9	1,513.0	1,478.8
§Money	79.7	59.1	857.0	820.6
Moneysworth	20.3	42.0	246.2	270.0
Moody Monthly	64.2	33.7	623.9	573.1
Moose Magazine	22.0	22.0	294.0	245.0
Mother Earth News	—	—	289.0	287.7
National Geographic	40.0	33.4	387.4	414.8
National Jewish Monthly	31.0	37.4	315.8	381.6
National Lampoon	43.3	42.5	436.1	417.9
▲Natural History	31.9	35.0	451.4	435.7
Omni	59.0	35.2	465.5	118.7
§Oui Magazine	26.0	23.3	249.9	254.9
§Penthouse Magazine	95.0	89.6	902.2	777.2
Petersen's Photographic	51.5	65.0	599.0	695.1
Playbill	64.1	66.7	535.2	529.5
§Playboy	191.7	161.6	1,438.7	1,295.0
Popular Photography	144.5	166.9	1,868.1	1,895.8
Prevention	100.3	96.5	1,289.1	1,255.4
Psychology Today	68.1	94.2	721.6	825.5
▲Quest '79	—	—	272.6	242.2
§Reader's Digest	134.8	132.7	1,384.9	1,420.9
Rotarian	17.2	19.6	253.9	259.0
††Saturday Evening Post	29.2	35.2	382.4	332.1
Scientific American	101.9	93.8	1,043.8	918.4
Signature	39.2	36.8	555.4	484.1
Smithsonian	83.6	63.2	840.0	787.3
Stereo Review	91.7	96.8	940.5	994.7
Success Unlimited	23.7	23.8	405.3	410.6
Tennis Magazine	52.4	63.5	726.6	827.8
Town & Country	175.5	164.8	1,212.0	1,121.3
Travel/Holiday	28.3	27.0	557.8	475.6
Travel & Leisure	89.7	92.0	985.0	920.8
VFW Magazine	15.4	12.6	326.7	290.4
Weight Watchers	20.0	19.8	216.9	199.8
World Tennis	45.3	29.9	498.1	580.1
Writer's Digest	20.5	18.1	229.1	212.3
Yankee Magazine	87.8	98.0	1,237.5	1,264.0
Total Group	4,054.8	3,750.9	44,722.2	40,922.5

Arts & antiques

American Art & Antiques	—	—	281.8	135.5
American Artist	49.7	45.5	664.1	682.8
Antiques	144.4	143.5	1,667.6	1,570.9
Antiques World	44.0	45.8	568.8	102.3
▲Artnews	98.0	85.5	1,070.0	948.6
Total Group	336.1	320.3	4,252.3	3,440.1

Fashion & service

Glamour	132.4	152.5	2,041.6	1,963.6
Harper's Bazaar	95.9	85.9	938.6	862.7
Mademoiselle	91.9	95.6	1,482.1	1,457.9
L'Officiel/USA	55.7	—	627.6	565.5
Vogue	188.0	190.1	2,325.0	2,174.7
Total Group	563.9	524.1	7,414.9	7,024.4

Home

§Better Homes & Gardens	136.2	120.9	1,680.3	1,796.1
Colonial Homes	—	—	264.5	211.0
C Decorating Showcase	—	—	112.9	85.8
I ▲Family Handyman	42.1	—	585.0	442.2
A ▲Flower & Garden	—	—	315.5	275.8
The Hometown Magazines:				
Dallas-Ft. Worth Home/Garden	66.9	27.0	514.3	74.8
Houston Home/Garden	131.4	115.2	1,352.6	1,267.4
Horticulture	24.3	25.6	351.5	377.8
House Beautiful	107.3	97.0	1,201.8	1,105.7
House & Garden	120.9	100.6	1,417.2	1,311.4
†Homeowners How-To	—	—	160.6	156.8
Hudson Home Guides	27.0	21.3	551.6	549.3
Living:				
Dallas	—	—	724.3	667.7
Houston	—	—	695.4	679.2
Denver	—	—	522.8	472.7
‡Austin	—	—	131.9	126.9
‡San Antonio	—	—	111.8	91.3
Phoenix	37.6	28.2	206.1	28.2
Tampa	29.2	—	86.2	—
▲1001 Decorating Ideas	29.5	—	299.5	201.0
Organic Gardening	71.8	78.6	958.3	1,006.4
Plants Alive	—	—	173.4	238.5
San Diego Home/Garden	44.8	—	124.6	—
Southern Living	137.9	121.4	638.7	1,662.4
§Sunset Magazine	135.2	132.0	1,864.4	1,728.8
Texas Homes	—	—	518.0	258.2
Workbench	—	—	374.5	359.7
Total Group	1,142.1	867.8	16,737.7	15,175.1

In-flight

#Aboard Group	—	—	228.0	212.0
Air California	66.5	67.7	725.5	669.7
F Aloft/National Airlines	—	—	383.6	224.1
American Way	47.0	38.3	740.5	498.9
Braniff's Flying Colors	28.3	23.7	405.0	320.3
Delta Sky	32.0	—	544.0	—
East/West Network:				
Air New England Flying Your Way	26.8	—	124.3	—
Eastern Review	69.4	74.1	1,001.0	843.0
Hughes Airwest Sundancer	114.1	78.3	954.1	895.5
Continental Extra	73.5	57.6	890.7	704.7
Ozark Flightime	86.1	45.2	726.3	603.5
Pan Am Clipper	48.3	32.3	542.9	427.6
PSA California	115.8	99.3	1,436.9	1,193.9
Texas International The Texas Flyer	73.8	22.0	809.2	243.0
United Mainliner	86.5	75.1	1,156.2	996.0
Pace	—	—	119.2	78.4
Republic Scene	22.0	—	162.3	—
Southwest Airlines	58.6	44.6	606.0	547.4
USAir	38.7	—	189.6	—
Webb Publications:				
Frontier Magazine	—	—	258.6	123.0
Passages	28.2	17.2	387.4	171.7
TWA Ambassador	45.6	32.4	683.3	467.1
Total Group	1,052.2	707.8	13,074.2	9,219.6

Metropolitan

Aloha	—	—	74.5	9.0
Atlanta	107.0	87.4	993.1	886.0
Baltimore	98.4	78.7	1,008.5	613.3
Bay Life	52.5	39.1	544.0	359.2
Bay Views	51.0	48.0	410.5	317.9
Birmingham	46.6	31.3	388.7	391.6
Boston	167.3	129.5	1,295.1	1,112.3
Broward Life	50.4	49.4	552.5	494.4
Brown's Guide to Georgia	42.0	—	527.3	312.0
Central Florida Scene	15.2	—	198.1	172.1
Charlotte	—	—	491.7	457.1
Chicago	195.5	211.7	1,842.0	1,798.2
Chicago Elite	—	—	242.8	240.1
▼Chicago's North Shore	67.0	—	376.9	240.5
Cincinnati	65.3	62.8	676.8	642.3
Cleveland	126.3	128.3	1,008.0	1,138.8
Columbus Monthly	111.3	108.7	1,100.4	1,046.7
Commonwealth	17.5	42.5	207.7	235.0
Connecticut	78.6	62.9	883.0	844.5
D Magazine, Dallas/Fort Worth	134.5	131.9	1,315.4	1,317.6
Delaware Today	44.2	39.5	383.8	366.4
Denver Monthly	26.9	24.5	323.3	252.3
Monthly Detroit	76.8	46.0	524.5	342.0
Exclusively Yours Wisconsin	87.0	101.0	1,046.9	1,078.4
Gold Coast of Florida: Indian River Life	124.5	126.0	1,187.4	1,000.9
Grand Rapids	33.9	18.0	318.9	212.5
Honolulu	80.2	84.8	952.4	837.0
Houston City	51.4	42.1	495.0	269.2
Indianapolis	40.0	91.2	387.8	380.6
Kansas City	45.0	42.0	397.9	339.2
Los Angeles	291.5	291.0	2,560.2	2,412.3
Madison	46.2	35.0	357.2	317.0
Mesa	54.0	35.8	416.7	123.8
Miami	67.3	56.5	612.8	469.7
Milwaukee Impressions	25.0	28.0	178.0	93.0
Mpls./St. Paul	61.3	99.1	693.6	484.3
Nashville!	64.4	57.4	693.4	720.1
New Jersey Monthly	100.1	74.4	831.0	662.5
New Mexico	36.6	30.8	283.3	232.4
New Orleans	64.7	65.0	617.5	603.6
Ohio	41.8	56.5	408.1	416.0
Omaha	26.2	31.0	314.3	223.4
Oregon	28.2	28.7	280.3	243.5
Palm Beach Life	67.5	60.5	565.0	445.4
Palm Springs Life	144.5	129.5	1,477.2	1,305.2
Philadelphia	170.9	184.7	1,782.1	1,836.8
Phoenix	129.4	90.5	1,177.6	814.6
Pittsburgh	71.6	92.2	626.8	651.2
Pittsburgher	41.3	41.0	345.1	328.0
Roanoker	43.6	52.0	289.1	230.1
SA, The Magazine of San Antonio	50.3	38.5	406.3	460.5
Sacramento	40.5	44.1	411.3	553.1
St. Louis	134.0	122.0	1,226.0	1,064.0
San Diego	190.7	198.3	1,945.7	1,870.1
San Francisco	107.5	85.4	769.4	710.5
San Francisco Focus	34.2	25.0	279.5	279.9
Sarasota Town & Country	—	—	248.6	241.8
▼Shenandoah Valley	—	—	36.0	—
Spokane	48.2	35.2	485.0	302.3
Texas Monthly	160.2	164.5	1,417.4	1,383.7
Triad	14.6	16.5	137.9	91.7
Tucson	75.0	62.0	648.2	508.0
Washington Dossier	48.0	54.0	509.2	509.5
The Washingtonian	174.3	148.3	1,548.9	1,532.3
Westchester	42.3	49.7	528.8	584.1
Westchester Illustrated	48.6	43.2	484.0	380.3
Wichitan	68.3	65.6	687.3	413.7
Total Group	4,849.1	4,459.2	46,433.8	41,169.5

Movie-romance-radio-tv

Complete Women's Group	25.0	26.2	175.9	193.9
Ideal Women's Group:				
Daytime Stars	27.7	28.4	345.7	359.6
Intimate Story	30.0	27.3	350.7	374.7
Movie Life	29.5	28.4	288.1	348.6
Movie Stars	29.5	28.1	177.3	356.6
Personal Romances	30.0	27.4	351.7	374.7
Screen Stories	—	28.0	—	359.5
TV Star Parade	—	28.1	—	359.0
KMR Women's Group:				
Real Romances	11.0	15.7	160.4	175.8
Real Story	11.0	15.7	160.4	175.8
Teen Bag	—	13.6	69.7	145.1
Macfadden's Women's Group:				
Modern Romances	26.8	27.1	429.3	369.3
Photoplay	27.7	23.5	425.5	332.0
Secrets	26.8	27.1	428.3	362.3
True Confessions	26.5	25.8	427.7	364.9
True Experience	26.8	27.1	426.3	363.4
True Love	26.8	27.1	427.3	362.4
True Romance	26.8	27.1	426.3	362.4
Sterling Women's Group:				
Daytime TV	29.8	32.5	378.2	384.4
Modern Love	29.2	30.6	330.4	361.5
Modern Screen	—	33.0	355.0	365.0
Movie Mirror	—	33.0	193.2	392.6
Photo Screen	32.2	33.0	193.6	395.3
Real Confessions	29.2	30.6	361.2	359.5
TV Movie Screen	—	33.0	194.3	396.3
TV Picture Life	31.2	33.0	192.6	392.6
Total Group	533.5	710.4	7,269.1	8,787.2

Youth

Boys' Life	24.1	24.4	274.2	295.7
Campus Life	27.2	28.6	386.7	332.1
††Scholastic Magazines	14.9	19.7	340.2	350.8
Total Group	66.2	72.7	1,001.1	978.6

Mechanics & science

Elementary Electronics	—	—	188.5	214.3
§Mechanix Illustrated	66.5	64.2	1,018.9	1,072.0
Popular Electronics	63.0	62.6	697.5	724.6
Popular Mechanics	98.9	87.1	1,431.3	1,403.4
§Popular Science	76.5	78.7	1,082.4	1,258.6
Total Group	304.9	292.6	4,418.6	4,672.9

Boating & yachting

Boating	100.3	63.3	1,275.9	1,290.6
Cruising World	75.4	60.5	1,328.7	1,005.3
Motorboat	36.8	37.4	721.8	783.4
Motor Boating & Sailing	78.7	81.0	1,442.3	1,286.6
§Sail	79.7	87.8	1,549.4	1,593.1
§Sea	44.7	60.0	993.2	949.9
Trailer Boats	—	—	270.4	257.5
Yachting	141.2	145.2	2,227.9	2,184.6
Total Group	556.8	535.2	9,809.6	9,351.0

Automotive & recreational vehicles

Car & Driver	83.7	74.8	888.8	800.6
Car Collector & Car Classics	27.1	16.7	305.4	206.1
Car Craft	37.6	49.7	714.2	756.1

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. Published twice a month. ‡‡Published 7 times a year. Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A Starting Nov. '79 combining Nov./Dec. and June/July issues. B Preprinted inserts included. C Includes Budget Decorating & Remodeling. D Replaced Allegheny Flightime Sept. '79. E Replaced Northliner July '79. F Monthly, 1980. G First issue Oct. '78. H First issue Sept. '78. I Dec. issue published for first time in 1979. K Nov./Dec. issues combined first time in 1979.

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Advertising pages in December consumer publications

Current and December, '78, figures for U.S., Canadian and foreign publications reporting to Advertising Age

(Continued from Page 23)

	Pages			
	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Choppers	13.5	11.2	154.3	159.2
○Custom Bike	18.9	17.1	212.7	263.8
Cycle	69.9	96.2	1,078.6	950.1
Cycle Guide	34.0	66.6	562.7	417.2
Cycle World	58.1	86.5	859.4	775.7
Dirt Bike	17.8	19.2	263.2	230.0
Dune Buggies & Hot Vw's	32.6	33.0	398.0	345.0
Family Motor Coaching	58.3	72.0	1,013.5	983.9
4 Wheel & Offroad	25.8	18.5	339.1	201.9
Four Wheeler	33.0	39.0	529.6	529.5
Hot Rod	49.5	42.1	643.6	637.4
Motocross Action	35.0	19.8	355.0	247.1
Motorcyclist	27.7	33.2	469.7	468.0
Motor Trend	45.5	46.3	540.3	592.1
††Motorhome Life	—	—	613.4	662.0
Pickup, Van & 4 WD	34.5	44.2	638.0	596.5
Road & Track	94.4	97.7	1,085.2	1,052.5
Touring Bike	8.0	13.0	191.2	113.3
Trailer Life	92.4	117.2	1,537.4	1,693.4
Van Pickup & Off-Road World	10.1	10.9	132.8	218.7
Woodall's Trailer & RV Travel Magazine	40.0	53.8	805.9	997.2
Total Group	947.4	1,078.7	14,332.0	13,897.3

Outdoor & sport

Alaska	52.1	49.1	536.5	492.9
○The American Handgunner	—	—	163.2	106.0
American Rifleman	25.1	25.4	392.5	437.4
○Archery World	—	—	214.0	246.3
○Backpacker	53.5	—	293.3	—
§Bass Master	36.4	41.0	407.9	403.9
††Bicycling	—	—	404.4	427.2
Camping Journal	—	—	242.5	234.9
Field & Stream	62.4	62.7	1,050.4	1,152.4
Fins and Feathers	15.2	11.5	394.1	260.4
○Fishing World	—	—	188.8	204.2
Florida Sportsman	54.1	48.0	722.5	529.1
‡‡Fly Fisherman	—	—	356.0	314.6
Fur-Fish-Game	27.1	31.2	329.5	340.2
Guns	28.9	28.7	352.5	363.6
Guns & Ammo	43.7	41.0	585.9	596.5
Horseman	36.5	28.6	402.1	471.0
Outdoor Life	59.6	65.9	976.5	1,122.5
Petersen's Hunting	22.5	21.9	349.3	344.5
The Runner	43.9	21.0	374.5	72.9
Runner's World	43.4	47.8	700.1	612.9
Salt Water Sportsman	32.9	35.7	643.4	586.3
Shooting Times	27.9	36.0	506.4	488.5
SkateBoarder	23.0	92.0	420.2	1,139.7
‡‡§Ski	104.1	105.4	595.5	600.7
‡‡Skiing	146.1	145.1	759.8	730.8
Skin Diver	47.5	43.6	698.0	617.9
Southern Outdoors	38.5	31.7	382.7	272.4
§Sport	44.7	39.6	509.8	517.8
Sports Afield	63.6	54.2	946.9	783.4
▼Spray	51.3	40.0	462.1	288.5
Western Outdoors	—	—	356.1	330.2
Total Group	1,184.0	1,147.1	15,717.4	15,089.6

Comics

○Archie Comic Group	10.0	10.0	60.0	60.0
DC Comics	11.5	12.0	142.0	147.0
Harvey Comics Group	8.0	8.0	96.0	96.0
Marvel Comics Group	15.5	13.0	157.0	163.5
Total Group	45.0	43.0	455.0	466.5

	Pages			
	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978

Newspaper magazines I

§Family Weekly	78.3	92.4	1,028.8	970.9
Parade	63.0	75.8	916.3	902.6
Total Group	141.3	168.2	1,945.1	1,873.5

Canadian national weekend magazines

¤○Canadian Weekend	35.1	38.0	524.4	449.1
¤Perspectives	29.6	38.3	486.3	453.4
Total Group	64.7	76.3	1,010.7	902.5

Canadian

L'Actualite	65.3	56.5	555.8	497.2
Chatelaine				
§English Edition	76.1	60.4	951.8	752.1
French Edition	64.8	53.3	835.2	687.8
§Financial Post	40.1	24.3	433.1	294.1
▲§Flare	42.8	38.2	597.4	503.1
▲§Homemaker's Magazine				
English Edition	55.4	78.0	819.8	878.9
French Edition	48.3	58.0	664.9	712.7
**§Maclean's	93.7	71.0	1,057.1	932.4
§Quest Magazine	36.4	31.4	355.6	312.6
§Reader's Digest				
Canada-English	103.2	96.2	1,058.9	1,006.0
Canada-French	97.9	97.6	953.2	935.2
Total	201.2	193.8	2,012.1	1,941.2
▲Saturday Night	38.5	35.5	404.3	374.9
Toronto Life	208.0	158.0	1,240.7	1,111.3
Total Group	970.6	858.4	9,027.8	7,998.3

Nov. pages

Business

	Pages			
	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
Atlanta Business Chronicle	47.7	10.4	210.7	69.1
Barron's	210.6	160.9	1,853.6	1,542.8
Black Enterprise	42.5	38.1	494.4	430.7
§Business Week	512.5	539.3	4,676.1	4,541.4
Corporate Report	88.9	51.8	706.8	581.1
Crain's Chicago Business	66.3	31.0	506.7	148.9
Dun's Review	108.9	87.9	928.9	876.5
○Financial World	93.5	84.9	883.2	684.2
Florida Trend	49.8	56.9	635.0	631.8
○Forbes	331.9	240.3	2,489.8	2,056.2
§ ○Fortune	198.1	160.8	2,140.4	1,952.0
Houston Business Journal	115.0	114.7	1,328.3	1,135.4
§Inc. Magazine	60.3	—	404.8	—
§Industry Week	218.4	207.7	1,956.3	1,867.1
§Nation's Business	65.6	68.4	515.9	455.4
▶Northern Ohio Business Journal	27.2	21.8	271.2	252.9
Outlook	40.2	34.8	416.9	267.8
The South	22.3	14.7	196.2	247.8
Texas Business	45.4	34.3	452.0	374.7
Total Group	2,345.1	1,958.7	21,067.2	18,115.8

Canadian

§Time-Canada	195.5	210.3	1,411.6	1,291.8

Newspaper magazines II

Boston Globe	204.2	243.0	1,566.0	1,676.0
Chicago Tribune	204.4	225.0	1,584.4	1,663.9
*Cleveland Plain Dealer	220.3	194.7	1,833.6	1,550.3
§Los Angeles Times Home Magazine	179.5	195.3	1,591.6	1,516.8
New York News	191.6	—	1,451.4	846.4
New York Times Magazine	478.9	467.8	3,903.7	2,550.4
Philadelphia Inquirer	113.2	116.5	1,019.1	1,022.7
Washington Post Magazine	152.2	170.3	1,275.9	1,546.1
Washington Star Home/Life Magazine	86.2	69.8	758.6	750.6
Total Group	1,830.5	1,682.4	14,984.5	13,123.2

Weeklies, bi-weeklies, semi-monthlies

§Army Times Military Group				
Air Force Times	187.0	165.9	1,704.3	1,661.7
Army Times	181.2	161.4	1,702.7	1,563.6
Navy Times	200.7	175.3	1,872.7	1,672.8
The Times Magazine	23.9	16.0	215.0	199.1
The Blood Horse	1,517.8	1,289.4	5,053.0	4,235.0
Circus Weekly	19.3	47.7	274.7	442.7
Commonweal	11.1	6.7	81.5	87.0
▶Cue/New York	97.4	120.2	1,042.2	982.6
Golf World	34.6	22.2	593.2	557.3
§Grit	38.7	45.3	435.6	470.0
National Review	32.0	41.0	339.4	349.0
New York Magazine	230.4	313.3	2,174.7	2,189.6
New Yorker	629.0	620.9	3,720.7	3,651.4
§Newsweek	411.0	380.4	3,121.8	3,055.3
People Weekly	388.6	354.3	3,151.3	2,818.4
Rolling Stone	135.2	150.1	1,014.6	1,068.4
▶§Saturday Review	65.9	48.8	599.4	513.1
Sporting News	69.9	55.1	679.9	518.1
§Sports Illustrated	327.7	286.2	2,551.6	2,644.4
§Time	360.8	367.6	2,497.0	2,887.0
§TV Guide	377.6	340.7	3,408.2	3,185.6
▶Us Magazine	65.0	63.7	575.8	567.6
§U.S. News & World Report	231.7	222.4	1,865.3	1,830.6
Total Group	5,636.5	5,294.6	38,674.6	37,150.5

Foreign

Buenhogar				
Mexico	96.0	96.0	712.5	540.0
Puerto Rico	20.8	20.5	217.0	158.8
Venezuela	67.2	64.5	474.3	505.0
Colombia	113.3	129.0	716.3	772.0
Peru	27.5	18.5	186.5	188.7
Central America	22.5	15.3	168.7	127.3
U.S.	6.5	10.7	106.2	112.3
Fascinacion				
Mexico	12.7	13.0	102.5	108.0
Puerto Rico	2.0	0.2	13.2	8.0
Venezuela	16.0	25.2	131.5	216.0
Colombia	9.8	20.0	57.2	121.5
Central America	—	—	0.3	3.2
U.S.	2.0	2.3	30.0	31.5
Geomundo				
Mexico	22.7	15.5	104.7	87.5
Puerto Rico	12.2	7.0	96.7	95.0
Venezuela	21.2	14.0	132.5	66.3
Colombia	24.7	32.0	170.8	159.5
Peru	16.7	4.0	78.7	50.0
Central America	9.7	6.0	71.0	40.0
U.S.	6.0	5.0	42.5	25.8
Hombre De Mundo				
Mexico	38.8	32.8	237.8	151.8
Peru	7.2	—	30.3	—
Puerto Rico	24.2	11.5	190.2	93.8
Venezuela	25.7	20.7	162.3	114.5
Colombia	29.0	30.5	190.8	153.2
Central America	13.2	8.5	75.8	46.0
U.S.	10.3	8.7	79.2	49.7
Ideas Para Su Hogar				
Mexico	11.0	4.5	91.5	18.7
Puerto Rico	0.8	4.2	32.7	10.7
Venezuela	13.5	17.7	130.5	71.5
Colombia	37.2	19.0	223.5	55.3
Peru	2.5	—	16.5	3.3
Central America	0.5	—	6.5	0.3
U.S.	1.0	—	6.5	0.3
Intimidades				
Mexico	13.5	12.5	76.5	15.0
Puerto Rico	6.5	—	45.5	—
Venezuela	16.5	9.0	121.5	13.0
Colombia	3.5	—	13.5	—
Central America	2.5	—	7.5	—
U.S.	2.5	—	16.5	—
Mecanica Popular				
Caribbean	38.0	37.0	343.5	315.2
Mexico	24.7	17.2	210.7	171.5
Argentine	7.3	5.2	50.2	46.2
The Ring en Espanol				
Mexico	2.2	2.0	18.2	6.0
Puerto Rico	2.0	—	27.7	—
Venezuela	3.0	7.3	41.2	29.3
Colombia	—	1.0	4.2	3.0
Central America	—	—	2.2	—
U.S.	3.0	1.0	33.7	3.0
Vanidades Continental				
Mexico	225.0	149.3	1,377.8	1,019.0
Puerto Rico	71.2	64.3	572.8	477.0
Venezuela	113.0	99.8	682.0	662.3
Colombia	167.7	188.5	1,030.5	969.7
Peru	44.7	34.8	265.8	228.3
Central America	48.2	31.2	324.5	222.8
U.S.	42.8	43.0	357.3	338.7
Cosmopolitan Foreign Editions				
Australia	104.9	78.2	669.0	507.1
Brazil	77.0	38.0	351.0	229.0
France	103.0	60.0	805.0	594.0
Great Britain	220.0	200.0	1,488.0	1,224.0
Italy	64.0	45.0	376.0	218.0
Cosmopolitan en Espanol				
Central America	11.7	10.2	79.3	67.7
Colombia	52.5	62.0	300.0	339.8
Mexico	115.0	85.5	675.0	475.0
Puerto Rico	47.7	31.7	305.5	239.0
U.S. (Spanish Language)	17.2	21.0	176.8	154.0
Venezuela	52.3	44.8	329.7	339.3
International Communications				
African Business	32.9	7.0	250.6	30.5
The Middle East	74.9	83.1	618.9	576.1
New Africa	32.1	39.6	377.8	475.5
Al-Iktissad Al-Arabi	19.0	18.0	182.6	172.9
International Herald Tribune	103.5	119.5	1,023.7	1,092.3
International Management				
Africa	25.7	26.0	222.3	216.3
Europe	66.7	57.8	474.5	423.0
Latin America	23.7	—	236.8	115.3
Middle East	56.7	35.8	390.8	408.5
Pacific	18.7	26.0	205.3	216.3
§Newsweek International				
Atlantic	166.1	172.7	1,141.7	1,112.5
Latin America	37.2	—	340.4	—
Pacific	119.3	120.9	929.3	843.2
††Progreso	19.0	17.2	203.1	166.9
§Reader's Digest				
Arabic	20.0	—	179.5	—
*Asian	441.8	35.2	2,692.1	464.2
Australian	103.0	68.0	705.6	552.7
Belgian-Flemish	149.0	176.5	931.4	851.7
Belgian-French	141.5	178.5	876.1	861.0
British	151.3	146.0	1,020.0	958.9
*Chinese	142.0	29.7	2,596.0	361.0
Danish	67.3	59.5	424.2	529.8
Dutch	90.3	74.5	642.2	557.3
Finnish	68.3	46.0	605.5	586.6
French	116.0	116.0	748.0	762.7
German	120.0	126.5	891.7	891.7
Iberian	56.0	43.0	410.1	376.0
Indian	118.0	104.8	999.0	824.1
Italian	92.0	101.5	636.0	714.0
Japanese	67.5	61.4	696.9	613.2
Korean	18.5	15.0	165.0	15.0
Latin America				
Argentine	69.5	59.0	592.0	401.0
Brazil	38.9	12.5	150.3	134.9
Central America	32.5	34.0	233.0	264.0
Chile	42.0	28.0	268.5	227.0
Colombia	66.0	77.0	523.0	474.5
Ecuador	33.5	—	224.5	—
Mexico	68.7	48.1	480.0	329.1
Peru	16.5	9.0	100.0	92.0
Puerto Rico	20.5	17.5	161.0	126.0
U.P.B.	43.0	25.0	339.0	178.5
U.S. Spanish	15.5	21.5	171.5	174.0
Venezuela	39.0	29.0	403.3	302.5
Portugal	54.5	43.8	466.3	369.1
New Zealand	135.7	47.8	633.4	295.2
Norwegian	70.3	73.5	587.9	607.8
South African	111.0	102.5	832.0	852.0
Swedish	52.5	48.0	356.6	312.9
Swiss-French	57.0	55.0	358.0	370.0
Swiss-German	79.0	63.0	490.0	489.0
Canada-English	137.9	131.9	951.7	910.0
Canada-French	108.3	124.0	856.5	835.8
Total	3,254.3	2,438.2	24,397.8	17,665.7
§Time International				
Time-Asia	145.9	138.7	1,084.0	937.8
Time-Atlantic	216.2	181.2	1,383.7	1,191.0
Time-Latin America	116.0	115.8	802.6	696.8
Time-South Pacific	215.6	206.0	1,561.5	1,338.0
▶Visao	127.3	168.5	1,274.2	1,387.2
▶§Vision/Latin America	67.7	63.9	458.8	470.5
Total Group	7,366.0	6,072.9	53,856.2	42,648.7